

Affichage simplifié

Charte d'utilisation

V3 - 09 2018



Éléments graphiques

Typographie p.3

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Typographie

L'affichage simplifié utilise la typographie système Arial Regular.

Arial Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

STUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

Couleurs

L'affichage simplifié utilise uniquement les deux couleurs de la charte PEP ecopassport.

Gris



Print C25 M0 J0 N65
Pantone 5405 C

Écran R98 V113 B121
#627179

Vert



Print C65 M0 J100 N0
Pantone 369 C

Écran R101 V179 B46
#65B32E

Pictogrammes

L'affichage simplifié permet de mettre en scène jusqu'à quatre indicateurs. Chaque indicateur est illustré par un pictogramme.

Émissions de gaz à effet de serre
(Global Warming)



→ PEP_Global Warming.pdf

Consommation d'énergie primaire
(Total use of primary energy)



→ PEP_Total use of primary energy.pdf

Épuisement des ressources naturelles
(Depletion of abiotic resources)



→ PEP_Depletion of abiotic resources.pdf

Utilisation d'eau douce
(Net use of fresh water)



→ PEP_Net use of fresh water.pdf

Règles de composition

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Principes de composition

Il existe trois manières de composer l'affichage simplifié afin de faciliter son intégration quelque soit le support d'expression.


Composition horizontale

Product name
Brand logo


Picture of the product




1,4 kg CO₂ eq.
Global Warming*



26 MJ
Total use of primary energy*



1,35E-12
kg Sb eq.
Depletion of abiotic resources*




Extract from individual/collective PEP ecopassport n°
www.pep-ecopassport.org

*Results based on the lifecycle analysis


Composition compacte

Product name
Brand logo


Picture of the product




1,4 kg CO₂ eq.
Global Warming*



26 MJ
Total use of primary energy*



1,35E-12 kg Sb eq.
Depletion of abiotic resources*



Extract from individual/collective PEP ecopassport n°
www.pep-ecopassport.org

*Results based on the lifecycle analysis

Composition verticale

Product name
Brand logo

Picture of the product



1,4 kg CO₂ eq.
Global Warming*



26 MJ
Total use of primary energy*



1,35E-12
kg Sb eq.
Depletion of abiotic resources*



Extract from individual/collective PEP ecopassport n°
www.pep-ecopassport.org

*Results based on the lifecycle analysis

Principes de composition

L'affichage simplifié se décline en quatre versions de contenu.

Avec photo et têteière

Avec photo mais sans têteière


Sans photo mais avec têteière

Sans photo ni têteière

Product name
Brand logo

Picture of the product

 1,4 kg CO₂ eq.
Global Warming*


 26 MJ
Total use of primary energy*


 1,35E-12
kg Sb eq.
Depletion of abiotic resources*


*Results based on the lifecycle analysis

 Extract from individual/collective
PEP ecopassport n°
www.pep-ecopassport.org


Picture of the product

 1,4 kg CO₂ eq.
Global Warming*


 26 MJ
Total use of primary energy*


 1,35E-12
kg Sb eq.
Depletion of abiotic resources*


*Results based on the lifecycle analysis

 Extract from individual/collective
PEP ecopassport n°
www.pep-ecopassport.org


Product name
Brand logo


 1,4 kg CO₂ eq.
Global Warming*


 26 MJ
Total use of primary energy*

 1,35E-12
kg Sb eq.
Depletion of abiotic resources*

*Results based on the lifecycle analysis


 Extract from individual/collective
PEP ecopassport n°
www.pep-ecopassport.org

 1,4 kg CO₂ eq.
Global Warming*

 26 MJ
Total use of primary energy*

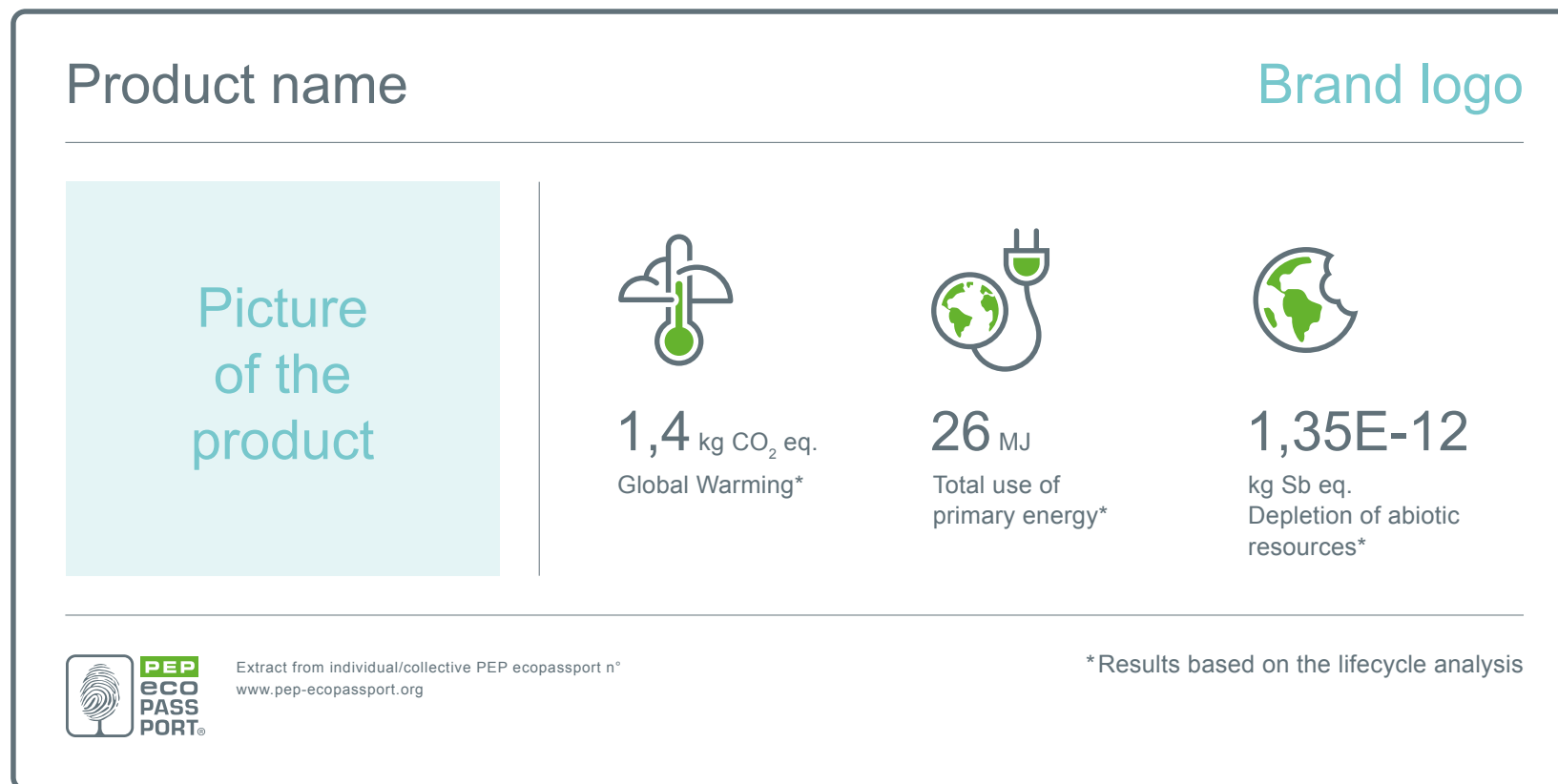
 1,35E-12
kg Sb eq.
Depletion of abiotic resources*

*Results based on the lifecycle analysis

 Extract from individual/collective
PEP ecopassport n°
www.pep-ecopassport.org

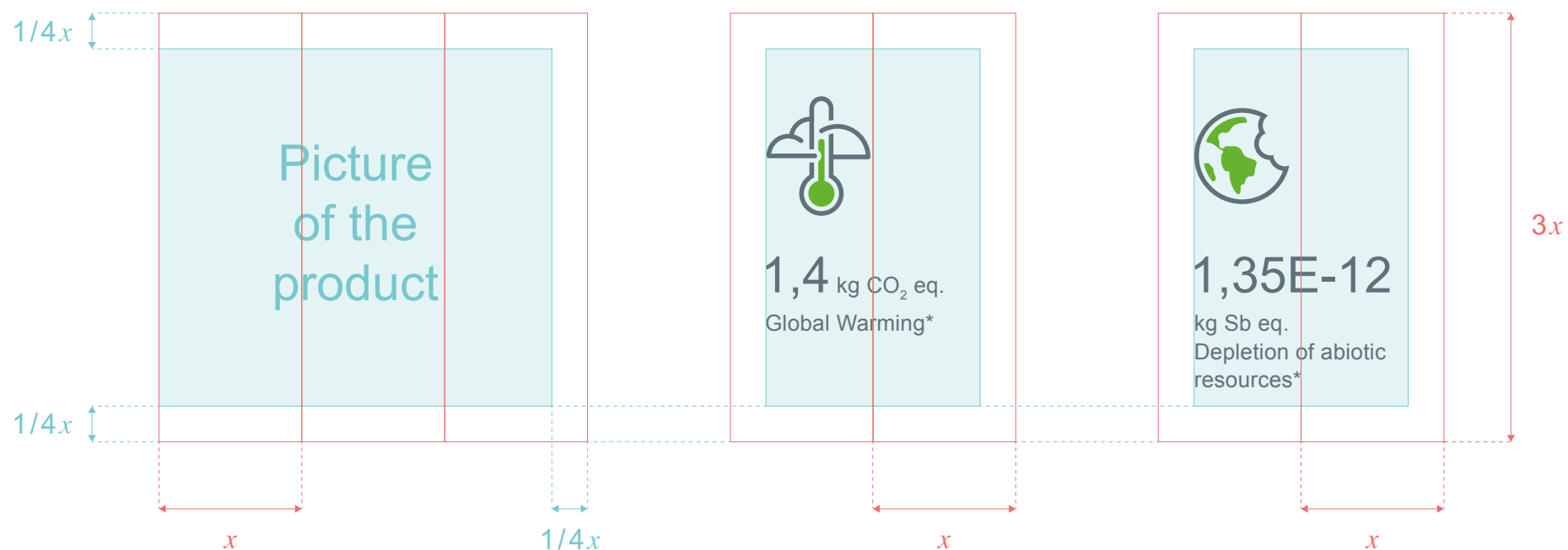
Composition horizontale

Exemple d'affichage simplifié avec photo et tête à



Composition horizontale

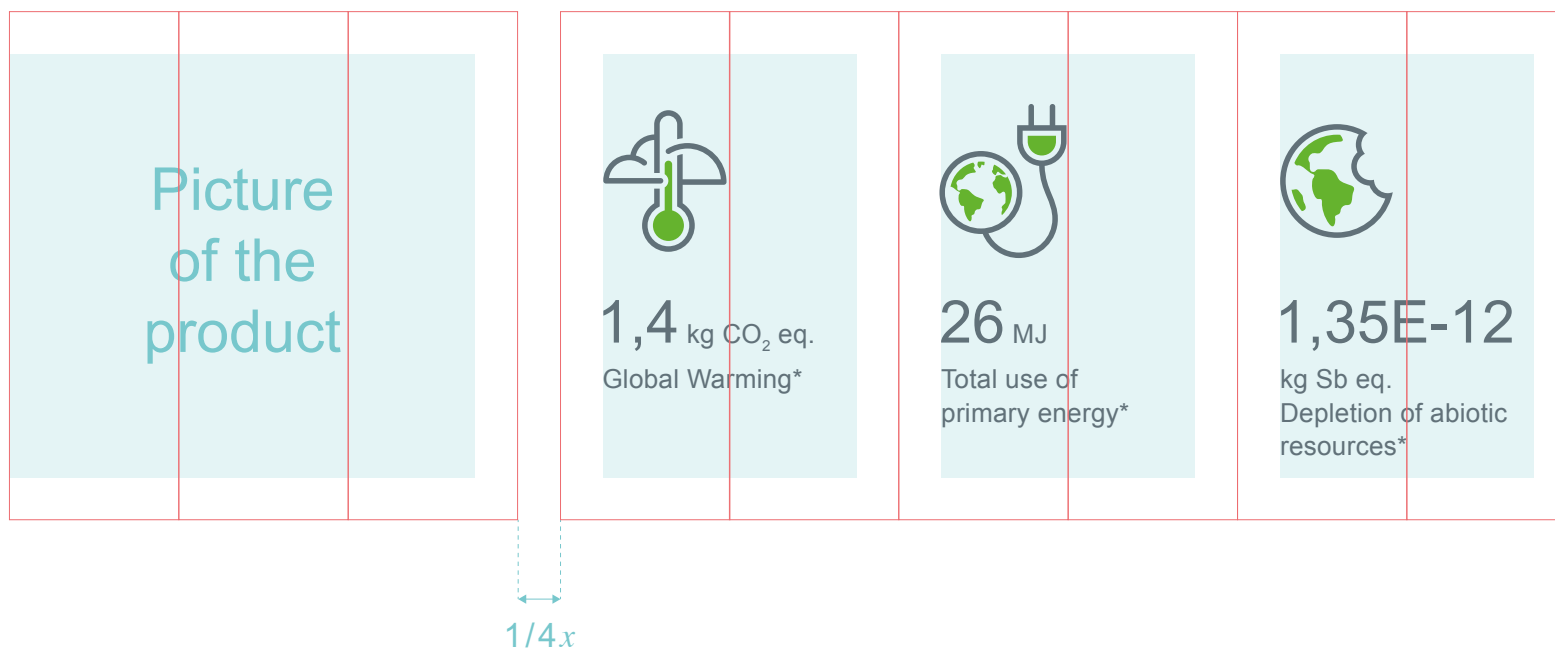
Étape 1 : composition du bloc image et des blocs indicateurs



↑ À noter que lorsque la formulation de l'indicateur est trop longue pour exister sur une seule ligne, l'unité de mesure est indiquée dans le bloc texte situé sous l'indicateur.

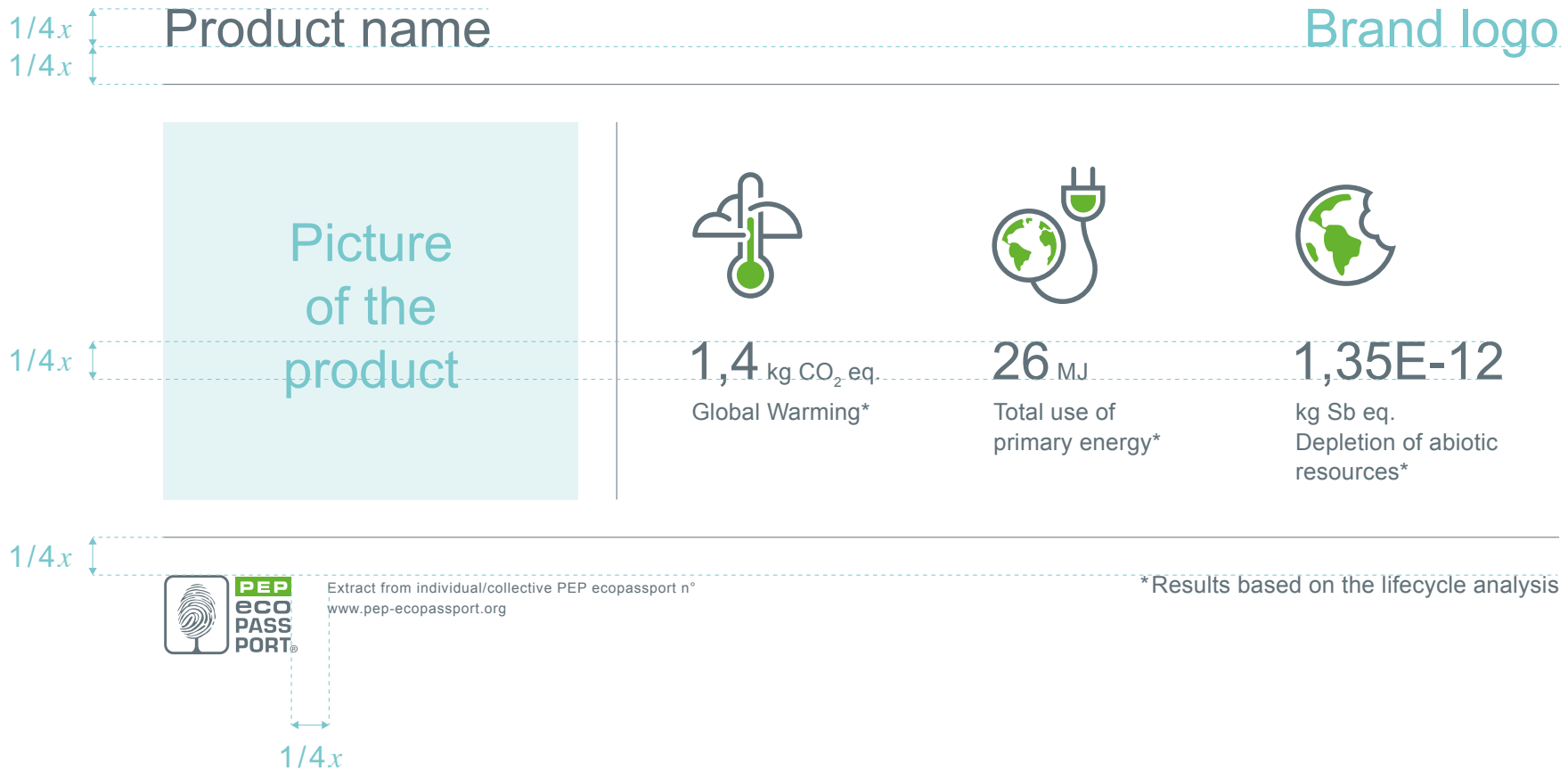
Composition horizontale

Étape 2 : assemblage du bloc image et des blocs indicateurs



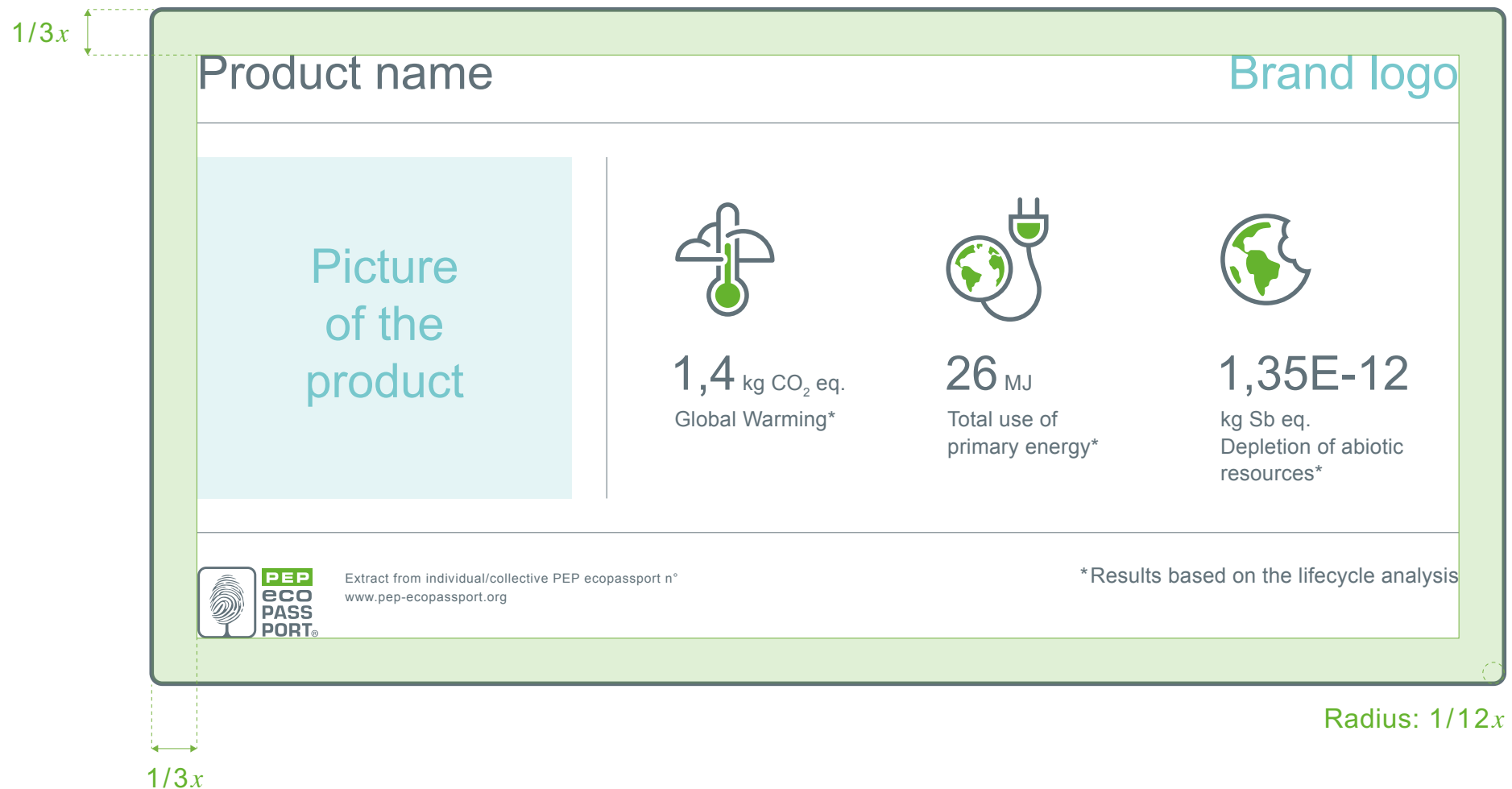
Composition horizontale

Étape 3 : composition des informations périphériques



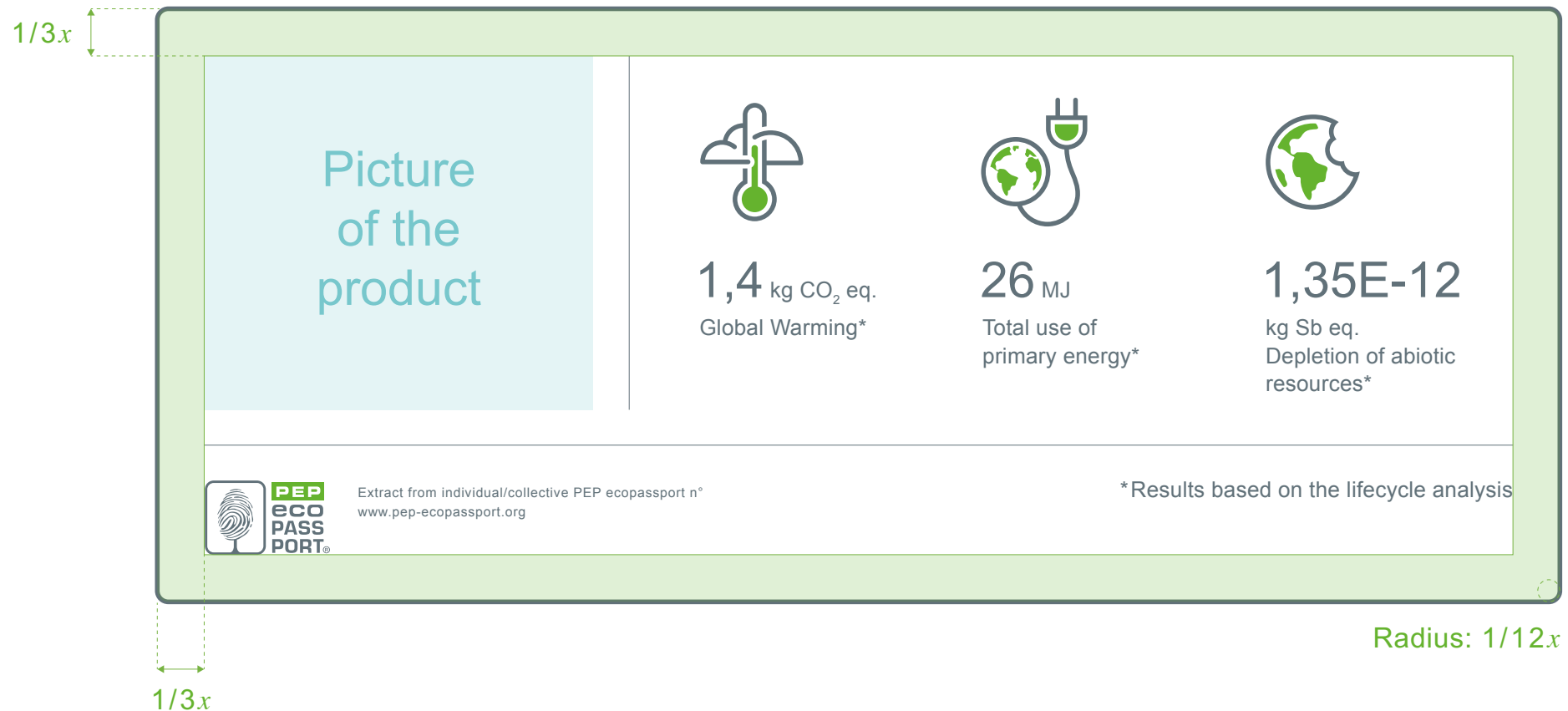
Composition horizontale

Étape 4 : composition du cartouche



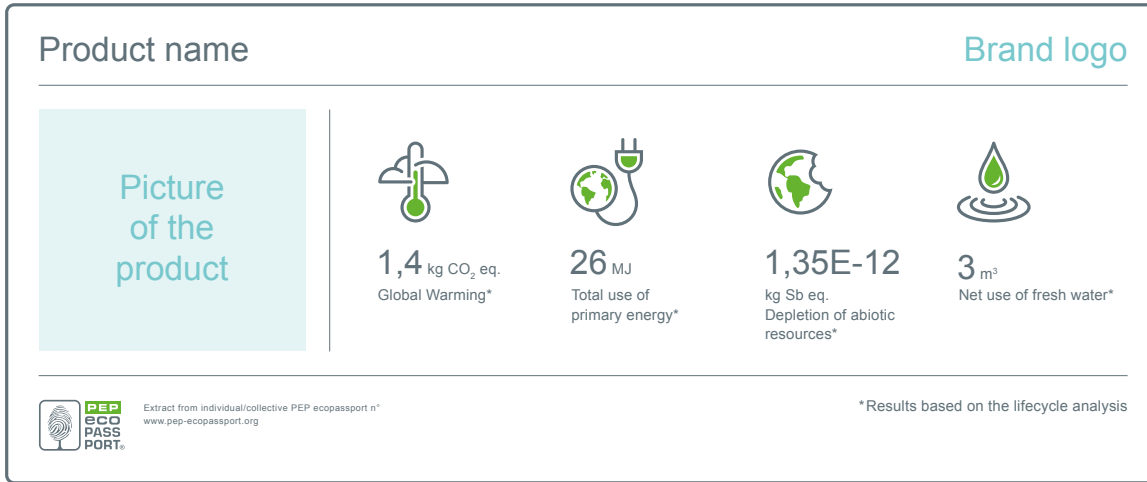
Composition horizontale

Étape 4 : composition du cartouche sans tête



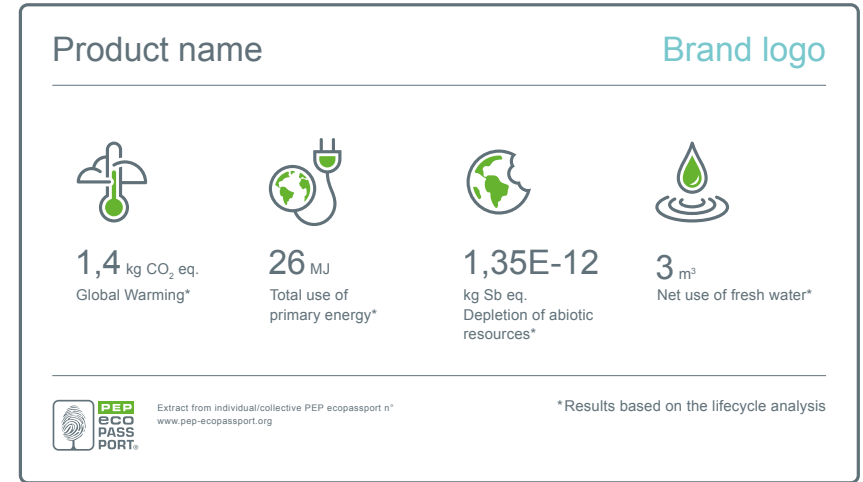
Composition horizontale

Exemples avec photo et têteière

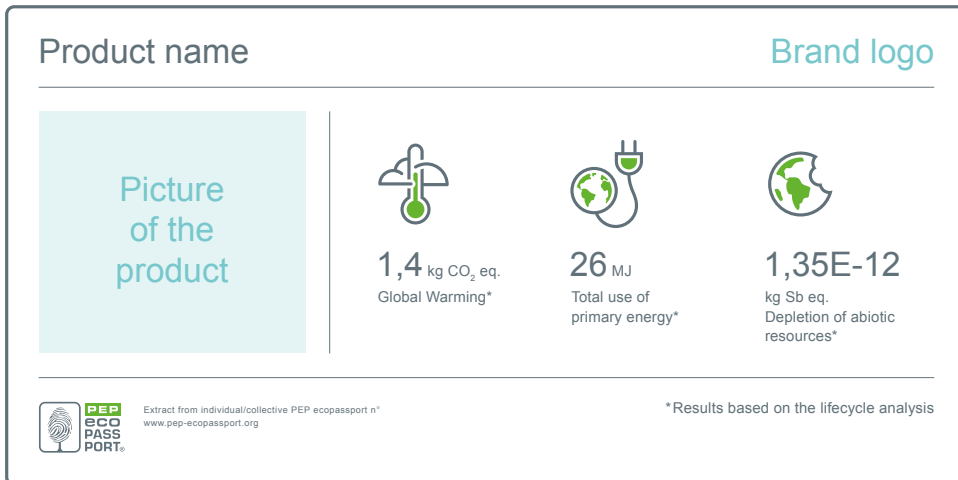


→ PEP_Horizontale-Photo-4.pdf

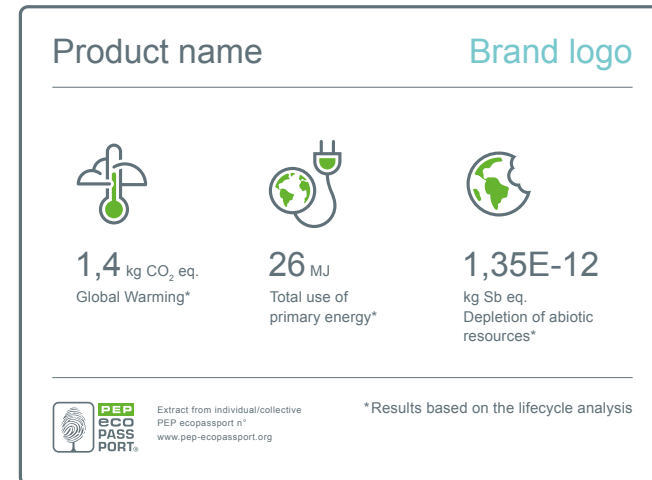
Exemples sans photo mais avec têteière



→ PEP_Horizontale-4.pdf



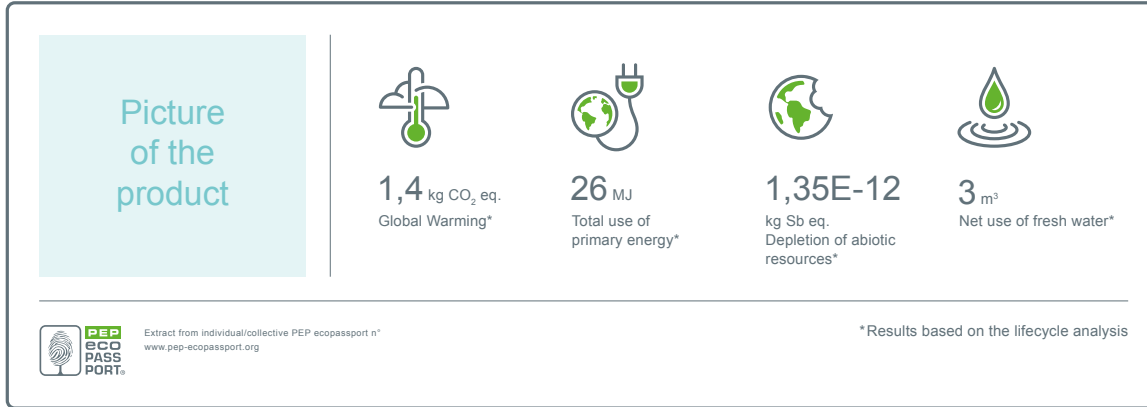
→ PEP_Horizontale-Photo-3.pdf



→ PEP_Horizontale-3.pdf

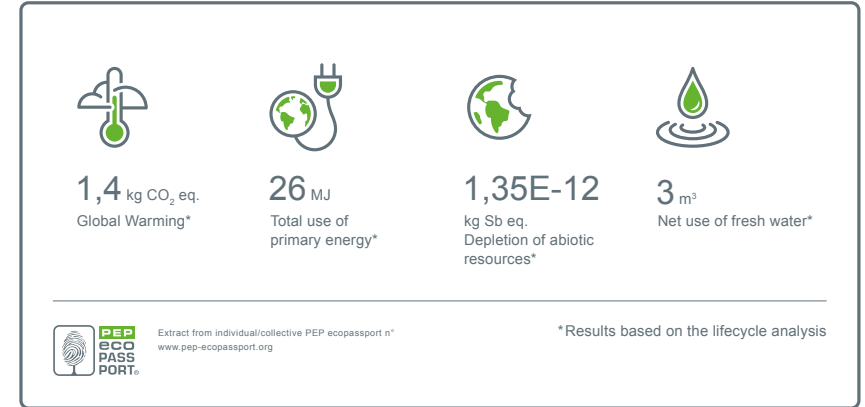
Composition horizontale

Exemples avec photo mais sans tête

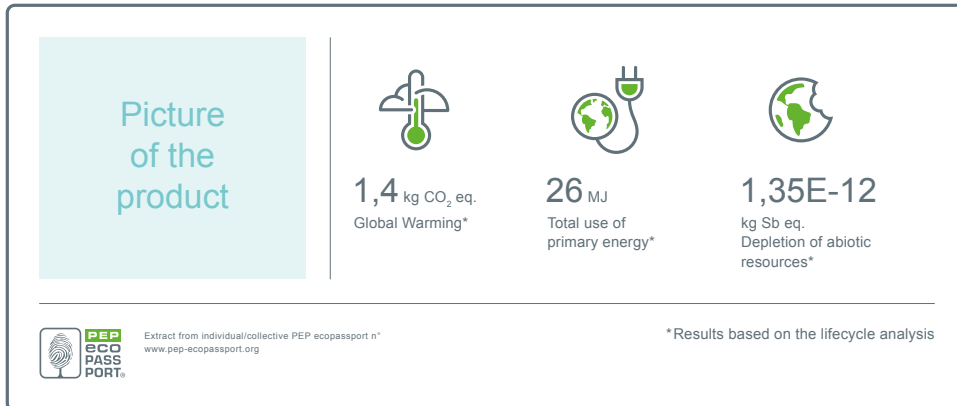


→ [PEP_Horizontale-Photo-Sans-4.pdf](#)

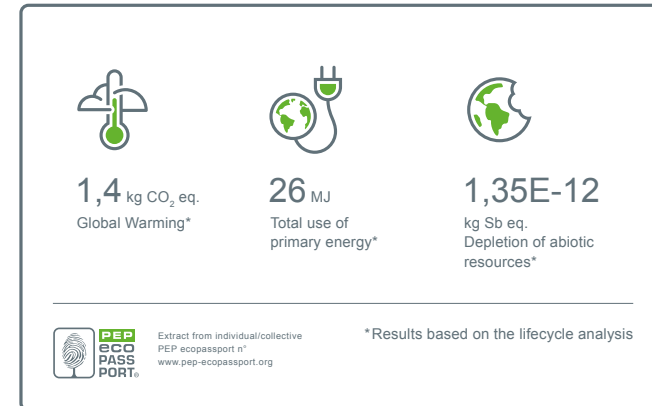
Exemples sans photo ni tête



→ [PEP_Horizontale-Sans-4.pdf](#)







→ [PEP_Horizontale-Photo-Sans-3.pdf](#)



→ [PEP_Horizontale-Sans-3.pdf](#)

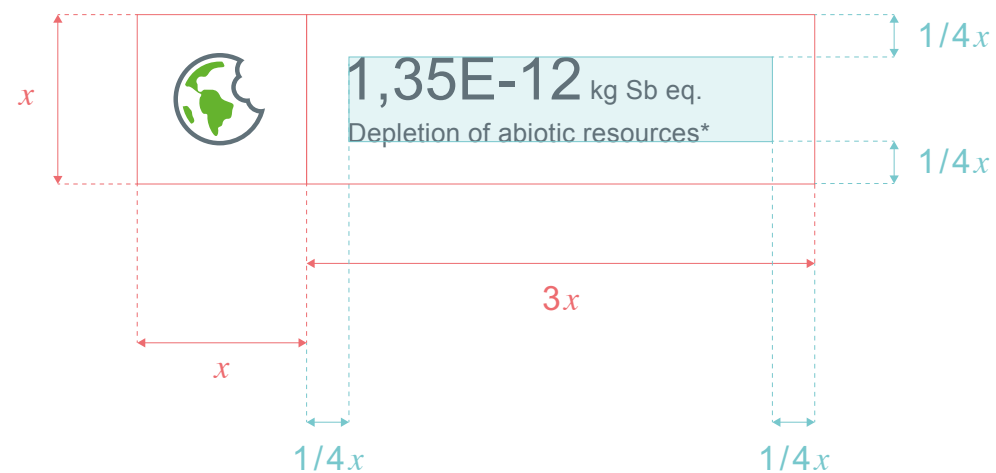
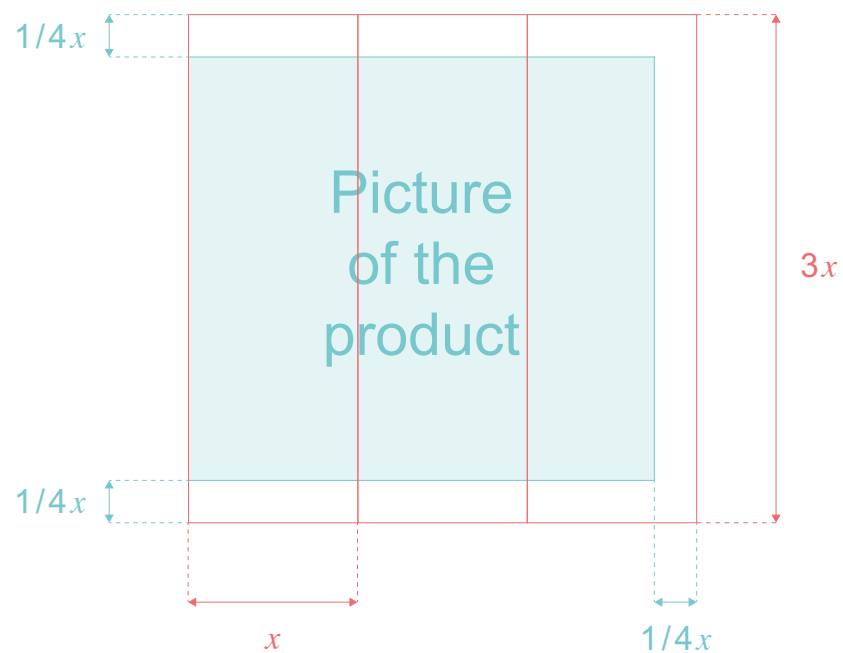
Composition compacte

Exemple d'affichage simplifié avec photo et tête à

Product name	Brand logo	
Picture of the product		1,4 kg CO ₂ eq. Global Warming*
		26 MJ Total use of primary energy*
		1,35E-12 kg Sb eq. Depletion of abiotic resources*
	Extract from individual/collective PEP ecopassport n° www.pep-ecopassport.org	*Results based on the lifecycle analysis




Composition compacte

Étape 1 : composition du bloc image et du bloc indicateur



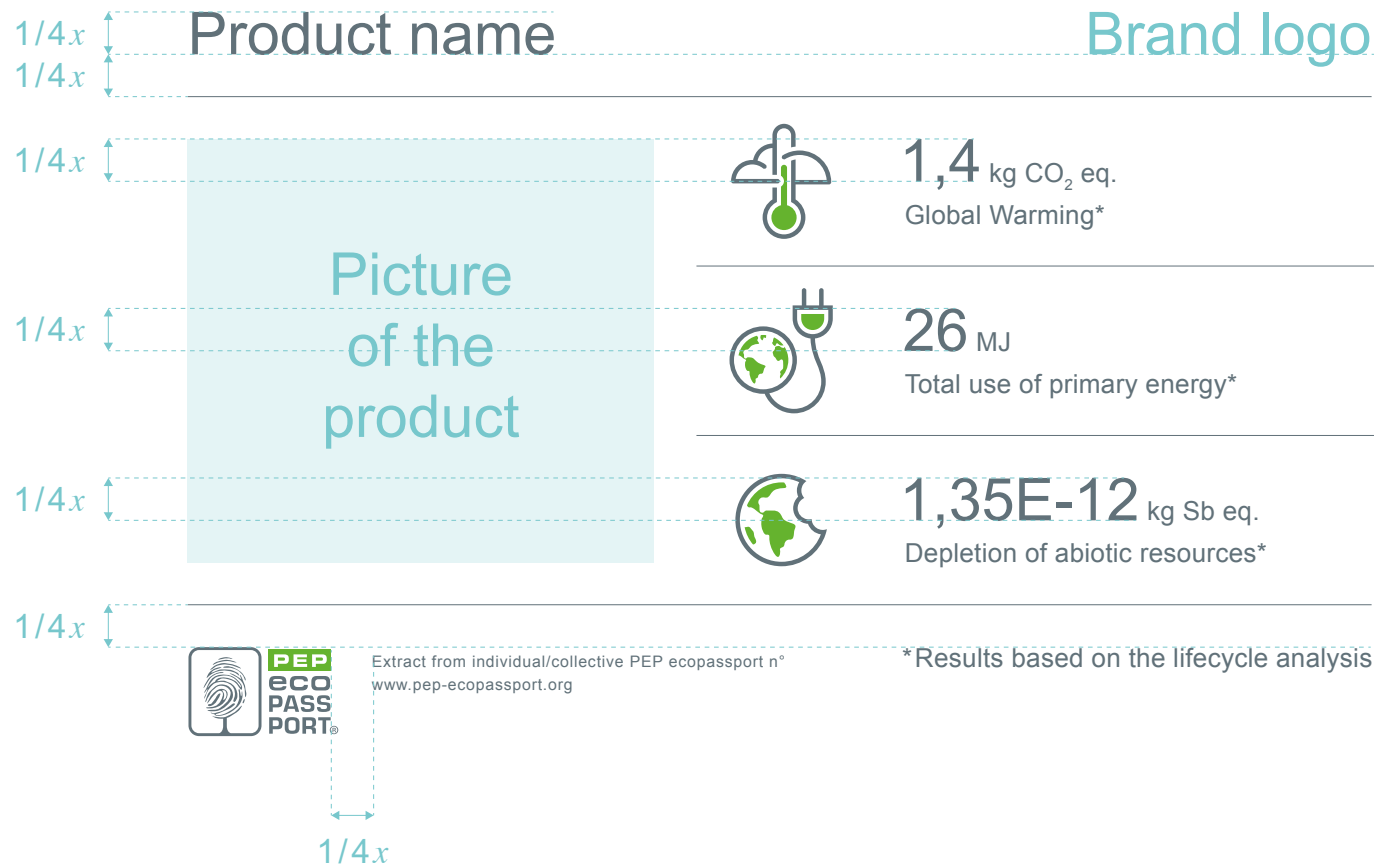
Composition compacte

Étape 2 : assemblage du bloc image et des blocs indicateurs

Picture of the product		1,4 kg CO ₂ eq. Global Warming*
		26 MJ Total use of primary energy*
		1,35E-12 kg Sb eq. Depletion of abiotic resources*

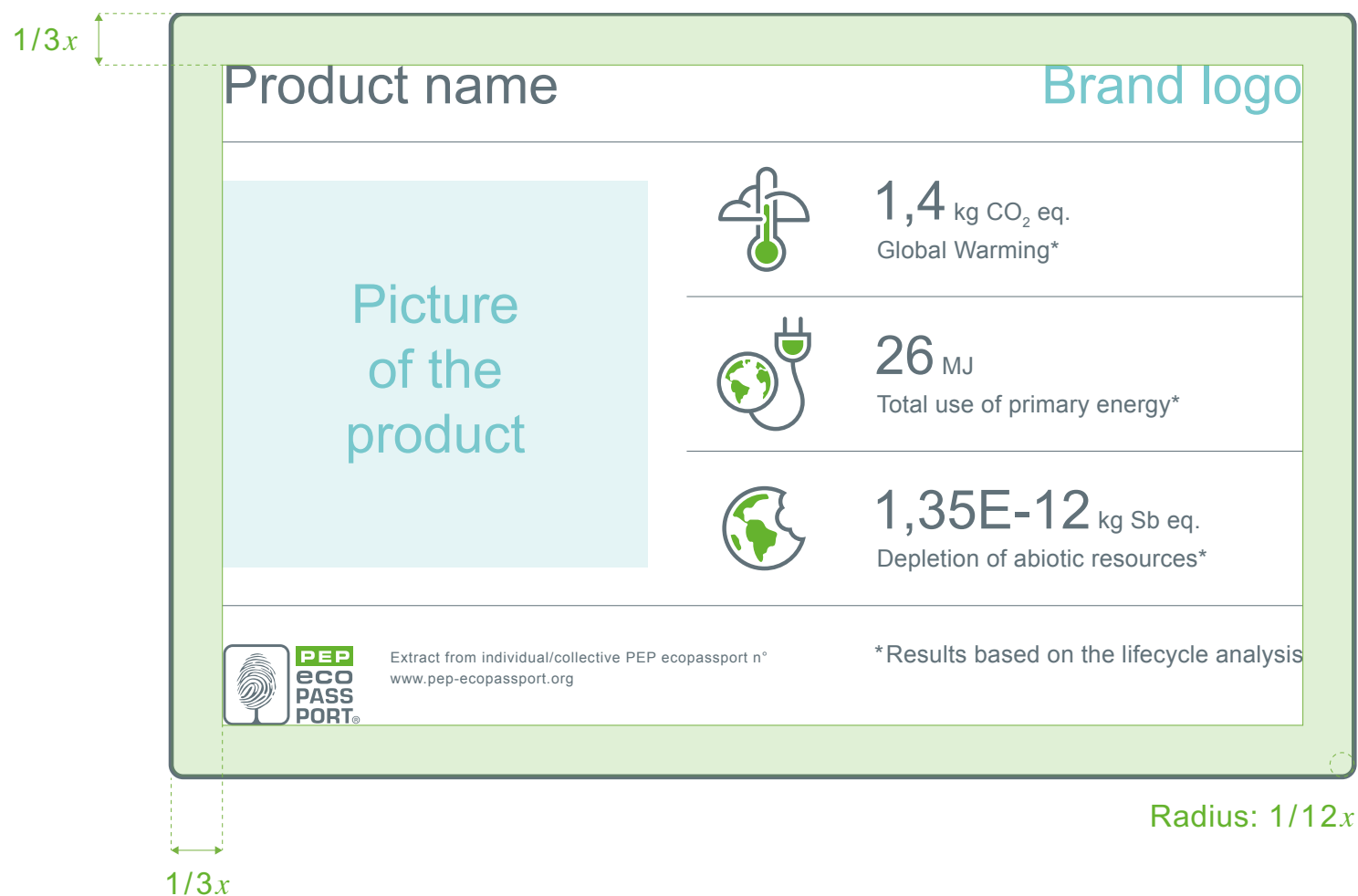
Composition compacte

Étape 3 : composition des informations périphériques



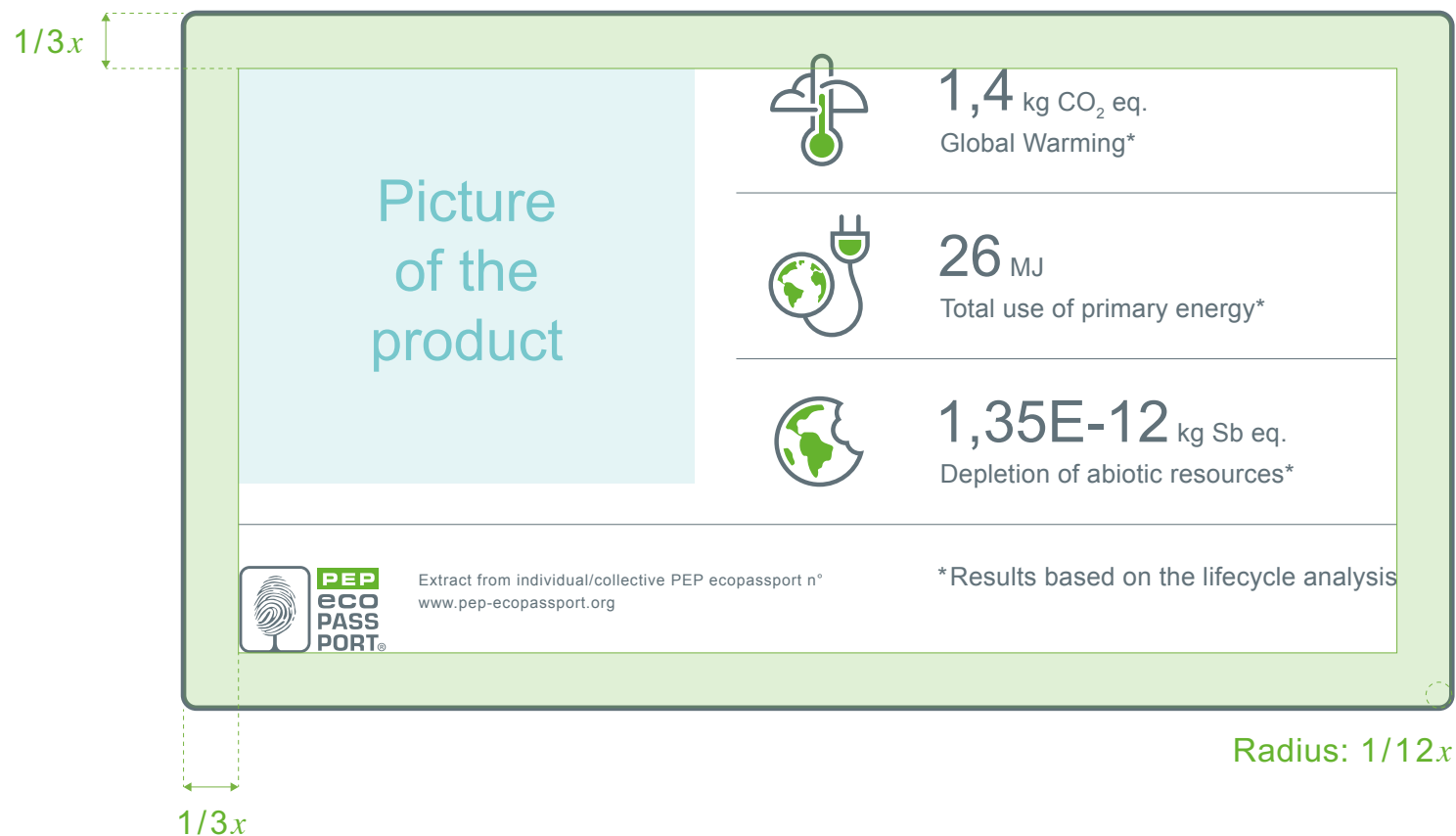
Composition compacte

Étape 4 : composition du cartouche








Composition compacte

Étape 4 : composition du cartouche sans tête







Composition compacte

Exemples avec photo et têteière

Product name	Brand logo
Picture of the product	 1,4 kg CO ₂ eq. Global Warming*
	 26 MJ Total use of primary energy*
	 1,35E-12 kg Sb eq. Depletion of abiotic resources*
	 3 m ³ Net use of fresh water*
 Extract from individual/collective PEP ecopassport n° www.pep-ecopassport.org	

*Results based on the lifecycle analysis






→ PEP_Compacte-Photo-4.pdf

Product name	Brand logo
Picture of the product	 1,4 kg CO ₂ eq. Global Warming*
	 26 MJ Total use of primary energy*
	 1,35E-12 kg Sb eq. Depletion of abiotic resources*
 Extract from individual/collective PEP ecopassport n° www.pep-ecopassport.org	

*Results based on the lifecycle analysis





→ PEP_Compacte-Photo-3.pdf

Exemples sans photo mais avec têteière

Product name	Logo
	 1,4 kg CO ₂ eq. Global Warming*
	 26 MJ Total use of primary energy*
	 1,35E-12 kg Sb eq. Depletion of abiotic resources*
	 3 m ³ Net use of fresh water*
 Extract from individual/collective PEP ecopassport n° www.pep-ecopassport.org	

*Results based on the lifecycle analysis

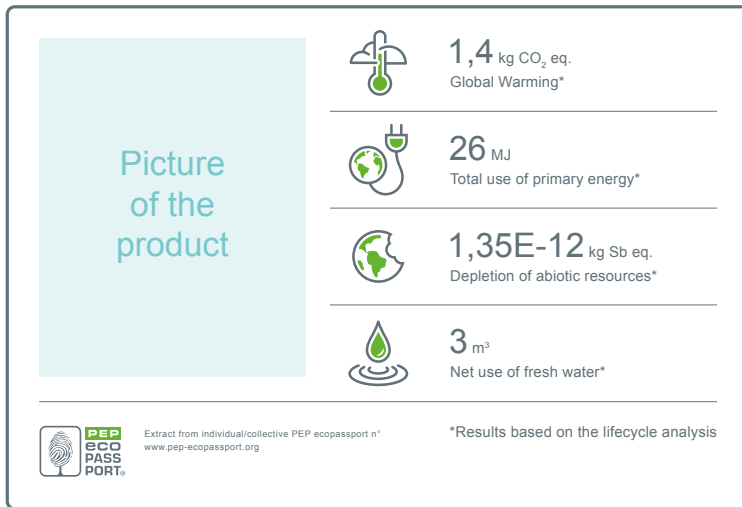
→ PEP_Compacte-4.pdf

Product name	Logo
	 1,4 kg CO ₂ eq. Global Warming*
	 26 MJ Total use of primary energy*
	 1,35E-12 kg Sb eq. Depletion of abiotic resources*
*Results based on the lifecycle analysis  Extract from individual/collective PEP ecopassport n° www.pep-ecopassport.org	

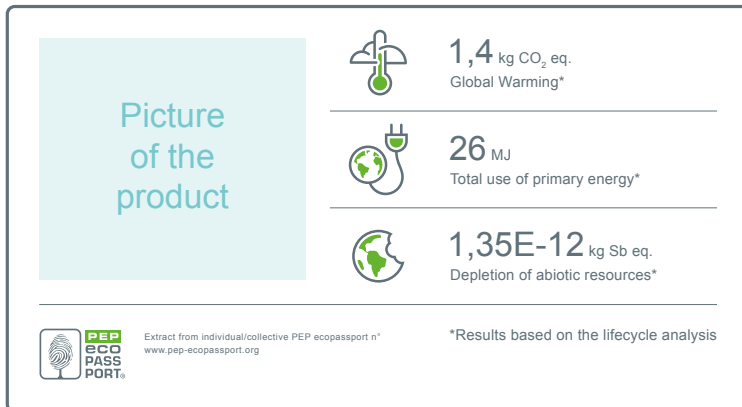
→ PEP_Compacte-3.pdf

Composition compacte

Exemples avec photo mais sans tête

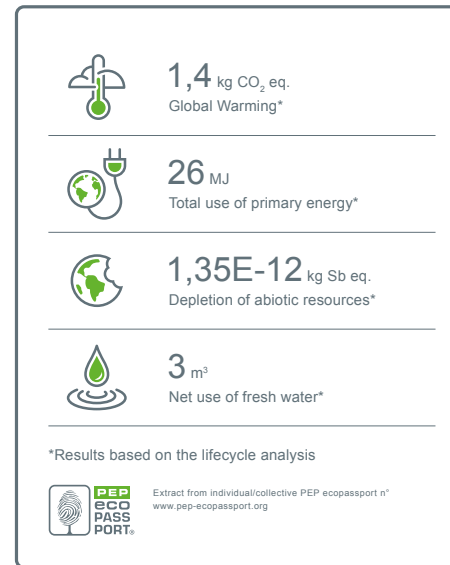


→ [PEP_Compacte-Photo-Sans-4.pdf](#)

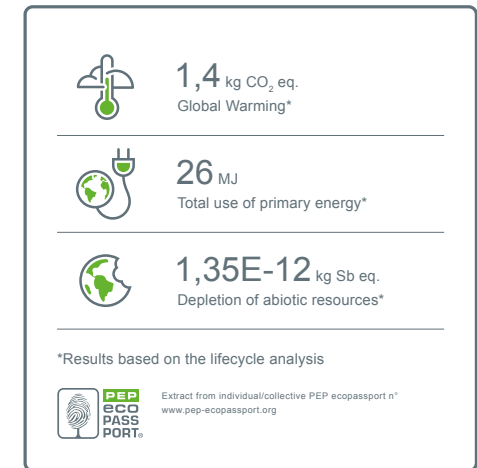


→ [PEP_Compacte-Photo-Sans-3.pdf](#)

Exemples sans photo ni tête



→ [PEP_Compacte-Sans-4.pdf](#)



→ [PEP_Compacte-Sans-3.pdf](#)

Composition verticale

Exemple d'affichage simplifié avec photo et tête

Product name
Brand logo

Picture
of the
product



1,4 kg CO₂ eq.
Global Warming*



26 MJ
Total use of
primary energy*



1,35E-12
kg Sb eq.
Depletion of abiotic
resources*

*Results based on the lifecycle analysis

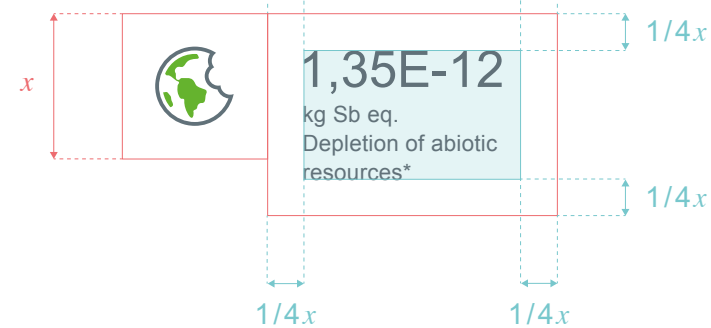
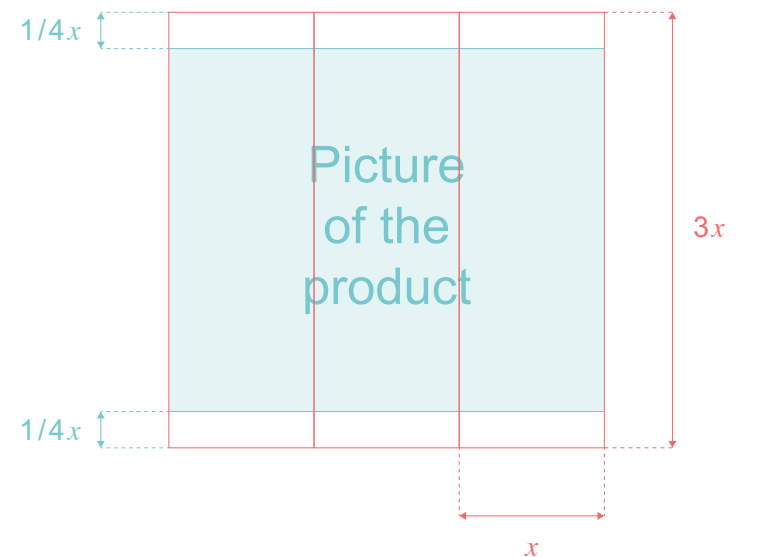


Extract from individual/collective
PEP ecopassport n°
www.pep-ecopassport.org

Composition verticale


Étape 1 : composition du bloc image et des blocs indicateurs

À noter que lorsque la formulation de l'indicateur est trop longue pour exister sur une seule ligne, l'unité de mesure est indiquée dans le bloc texte situé sous l'indicateur.



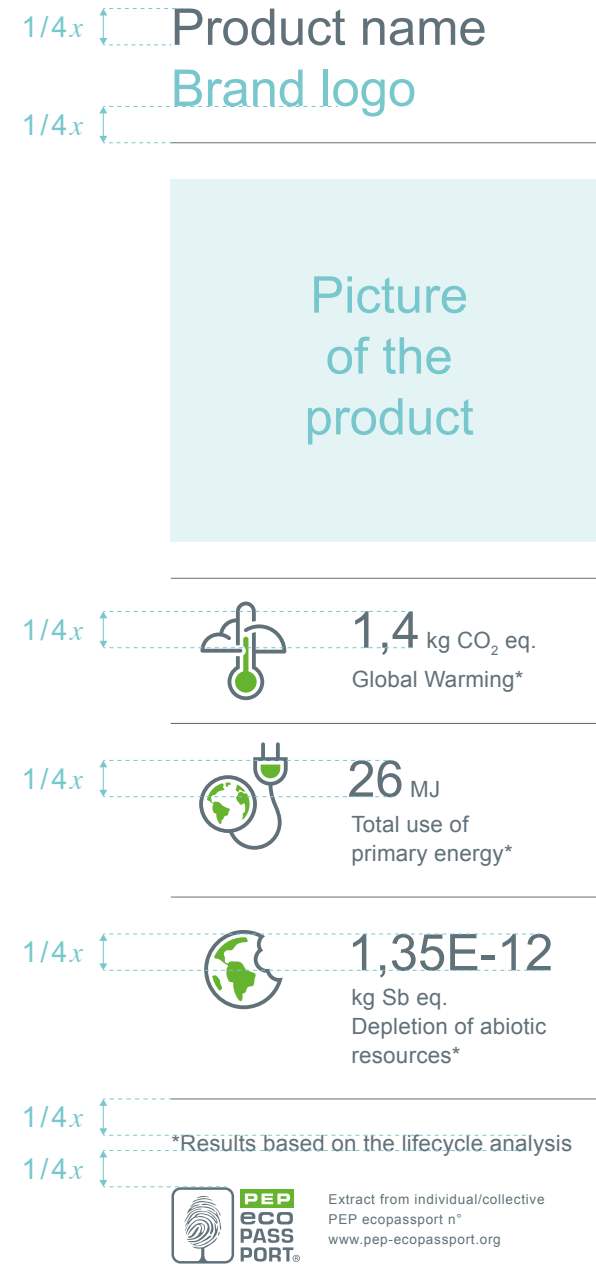
Composition verticale

Étape 2 : assemblage du bloc image et des blocs indicateurs

Picture of the product	
	1,4 kg CO ₂ eq. Global Warming*
	26 MJ Total use of primary energy*
	1,35E-12 kg Sb eq. Depletion of abiotic resources*

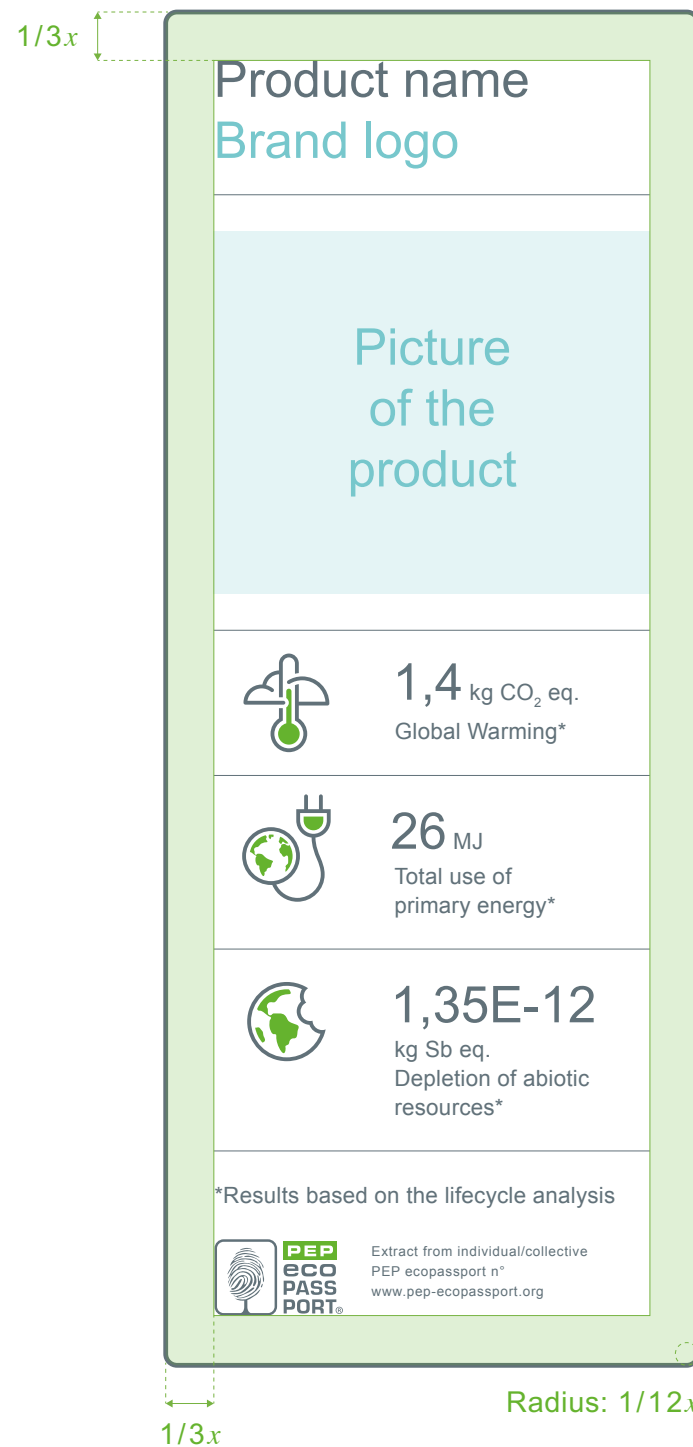
Composition verticale

Étape 3 : composition des informations périphériques



Composition verticale

Étape 4 : composition du cartouche



Composition verticale

Étape 4 : composition du cartouche sans tête




Composition verticale


Exemples avec photo et têteière

Product name
Brand logo


Picture of the product




1,4 kg CO₂ eq.
Global Warming*



26 MJ
Total use of primary energy*




1,35E-12
kg Sb eq.
Depletion of abiotic resources*



3 m³
Net use of fresh water*

*Results based on the lifecycle analysis



Extract from individual/collective
PEP ecopassport n°
www.pep-ecopassport.org

→ PEP_Verticale-Photo-4.pdf

Exemples sans photo mais avec têteière

Product name
Brand logo

Picture of the product



1,4 kg CO₂ eq.
Global Warming*



26 MJ
Total use of primary energy*



1,35E-12
kg Sb eq.
Depletion of abiotic resources*

*Results based on the lifecycle analysis



Extract from individual/collective
PEP ecopassport n°
www.pep-ecopassport.org

→ PEP_Verticale-Photo-3.pdf

Product name
Brand logo



1,4 kg CO₂ eq.
Global Warming*



26 MJ
Total use of primary energy*



1,35E-12
kg Sb eq.
Depletion of abiotic resources*



3 m³
Net use of fresh water*


*Results based on the lifecycle analysis




Extract from individual/collective
PEP ecopassport n°
www.pep-ecopassport.org

→ PEP_Verticale-4.pdf


Product name
Brand logo



1,4 kg CO₂ eq.
Global Warming*




26 MJ
Total use of primary energy*



1,35E-12
kg Sb eq.
Depletion of abiotic resources*

*Results based on the lifecycle analysis



Extract from individual/collective
PEP ecopassport n°
www.pep-ecopassport.org

→ PEP_Verticale-3.pdf

Composition verticale

Exemples avec photo mais sans tête

Picture of the product

1,4 kg CO₂ eq.
Global Warming*

26 MJ
Total use of primary energy*

1,35E-12
kg Sb eq.
Depletion of abiotic resources*

3 m³
Net use of fresh water*

*Results based on the lifecycle analysis

Extract from individual/collective
PEP ecopassport n°
www.pep-ecopassport.org

→ PEP_Verticale-Photo-Sans-4.pdf

Picture of the product

1,4 kg CO₂ eq.
Global Warming*

26 MJ
Total use of primary energy*

1,35E-12
kg Sb eq.
Depletion of abiotic resources*

*Results based on the lifecycle analysis

Extract from individual/collective
PEP ecopassport n°
www.pep-ecopassport.org

→ PEP_Verticale-Photo-Sans-3.pdf

Exemples sans photo ni tête

1,4 kg CO₂ eq.
Global Warming*

26 MJ
Total use of primary energy*

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kg Sb eq.
Depletion of abiotic resources*

3 m³
Net use of fresh water*

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Extract from individual/collective
PEP ecopassport n°
www.pep-ecopassport.org

→ PEP_Verticale-Sans-4.pdf

1,4 kg CO₂ eq.
Global Warming*

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→ PEP_Verticale-Sans-3.pdf

